



WKMG

# ORDER

Print Date 11/01/12

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Flight Dates 11/01/12-11/05/12

Contract / Revision 263345 /

Original Date / Revision  
10/31/12 10/31/12

Advertiser POL/60 Plus Association

Agency Mentzer Media Services

Buying Contact Elise Cloyd

600 Fairmount Ave., Ste 306  
Towson, MD 21286-1002

Product  
60 PLUS ASSOCIATION

Agency Com 15%

Billing Contact

600 Fairmount Ave., Ste 306  
Towson, MD 21286-1002

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 55

Alt Order # 06400818

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A50+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 129450

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	29	\$110,032.50	\$129,450.00	0.00	10/29/12	11/05/12	29	\$110,032.50	\$129,450.00
<b>Totals</b>	<b>29</b>	<b>\$110,032.50</b>	<b>\$129,450.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	11/01/12	11/02/12	CBS This Morning The Early Show	CM	7-9a	---TF--	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--					2	\$700.00		0.00			
E 2	WKMG	11/01/12	11/02/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	---TF--	:30	2	\$1,500.00	P-3	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--					2	\$1,500.00		0.00			



WKMG

Print Date: 11/01/12

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Contract / Revision 263345 Flight Dates 11/01/12-11/05/12

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:15:00

Advertiser POL/60 Plus Association Product 60 PLUS ASSOCIATION

Estimate # 55

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WKMG	11/01/12	11/02/12	Local 6 News 12-1230p CM Local 6 News 12-1230p		12-1230p	---TF--	:30	2	\$1,500.00	P-3	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---TF--	2		\$1,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/29/12-11/04/12		Local 6 News 12-1230p		12-1230p	---ThF----	:30		<del>(\$1,500.00)</del>		0.00	NM		
See MG 2.3,2.4															
2	WKMG	10/29/12-11/04/12		Local 6 News 12-1230p		12-1230p	---ThF----	:30		<del>(\$1,500.00)</del>		0.00	NM		
See MG 2.3,2.4															
3	WKMG	11/01/12-11/04/12		Morn News at 6a		6-7a	---ThF----	:30		\$1,500.00		0.00	NM		
Ⓜ MG for 2.1,2.2															
4	WKMG	11/01/12-11/04/12		Morn News at 6a		6-7a	---ThF----	:30		\$1,500.00		0.00	NM		
Ⓜ MG for 2.1,2.2															
E 6	WKMG	11/01/12	11/02/12	M-F 7:30-8p Inside Ed CM Inside Edition		730-8p	---TF--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---TF--	2		\$1,800.00		0.00						
E 7	WKMG	11/01/12	11/02/12	M-F 11p News CM M-F 11p News		11-1135p	---TF--	:30	2	\$3,000.00	P-3	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---TF--	2		\$3,000.00		0.00						
E 8	WKMG	11/01/12	11/02/12	Morn News at 5a CM Morn News at 5a		5-530a	---TF--	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---TF--	2		\$500.00		0.00						
E 9	WKMG	11/01/12	11/01/12	Thu Prime 9p CM Person of Interest		9-10p	---1---	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---1---	1		\$15,000.00		0.00						
E 10	WKMG	11/02/12	11/02/12	Fri Prime 9p CM CSI:NY		9-10p	----1--	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----1--	1		\$8,000.00		0.00						
E 11	WKMG	11/02/12	11/02/12	Fri Prime 10p CM Blue Bloods		10-11p	----1--	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----1--	1		\$15,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/29/12-11/04/12		Fri Prime 10p		10-11p	-----F----	:30		<del>(\$15,000.00)</del>		0.00	NM		
See MG 11.2															
2	WKMG	11/03/12-11/03/12		NCAA Football Prime Game 8-11p			-----Sa--	:30		\$15,000.00		0.00	NM		
Ⓜ MG for 11.1 11/02															
E 12	WKMG	11/03/12	11/03/12	7-9a CBS This Morn Sa CM 7-9a Sat Early Show		7-9a	-----2-	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----2-	2		\$600.00		0.00						
E 13	WKMG	11/03/12	11/03/12	Sat 11p News CM Sat 11p News		11-1135p	-----1-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----1-	1		\$3,000.00		0.00						
E 14	WKMG	11/04/12	11/04/12		CM	9-1030a	-----1	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00

Contract / Revision

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				CBS Sunday Morning											
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----1			1		\$4,000.00		0.00				
E 15	WKMG	11/04/12	11/04/12	Sun Prime 7-8p	CM	7-8p	-----1	:30	1	\$20,000.00	P-3	0.00	NM	1	\$20,000.00
				Sun 7-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----1			1		\$20,000.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/29/12-11/04/12	Sun Prime 7-8p			7-8p		-----Su	:30	<del>\$20,000.00</del>		0.00	NM		
See MG 15.2															
2	WKMG	11/04/12-11/04/12	NFL Game 2			various		(3:58 PM-7:30 P-----Su	:30	\$20,000.00		0.00	NM		
Ⓜ MG for 15.1 11/04															
E 16	WKMG	11/04/12	11/04/12	Sun 11p News after NFL	CM	Late News	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
				Sun 11p News after NFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			1		\$3,000.00		0.00				
E 17	WKMG	11/05/12	11/05/12	CBS This Morning	CM	7-9a	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				The Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$1,000.00		0.00				
E 18	WKMG	11/05/12	11/05/12	Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$2,000.00		0.00				
E 19	WKMG	11/05/12	11/05/12	1230-2p CBS Soaps	CM	12:30-2p	1-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
				Soaps											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$2,000.00		0.00				
E 20	WKMG	11/05/12	11/05/12	News at 6p	CM	6-630p	1-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$2,000.00		0.00				
E 21	WKMG	11/05/12	11/05/12	News at 7p	CM	7-7:30p	1-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
				News at 7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$2,500.00		0.00				
E 22	WKMG	11/05/12	11/05/12	M-F 7:30-8p Inside Ed	CM	730-8p	1-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
				Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$2,500.00		0.00				
E 23	WKMG	11/05/12	11/05/12	M-F 11p News	CM	11-1135p	1-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
				M-F 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$3,000.00		0.00				
E 24	WKMG	11/05/12	11/05/12	Morn News at 5a	CM	5-530a	1-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
				Morn News at 5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$850.00		0.00				
E 25	WKMG	11/05/12	11/05/12	Mon Prime 10p	CM	10-11p	1-----	:30	1	\$20,000.00	P-3	0.00	NM	1	\$20,000.00
				Hawaii Five-O											

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 25	WKMG	11/05/12	11/05/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	1-----	:30	1	\$20,000.00	P-3	0.00 NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$20,000.00	0.00						
N 26	WKMG	11/04/12	11/04/12	NFL Game 1 NFL Game 1	CM	various (12:58 PM-4:00 PM)	-----S	:30	1	\$9,400.00	P-3	0.00 NM	1	\$9,400.00
Totals													29	\$129,450.00